

COHEN'S MERCHANDISE LOOKS BUSY WEAVING STRANGE PRICES

MONDAY SALE WILL TOUCH THE POCKET NERVE OF ALMOST THE ENTIRE POPULATION OF RICHMOND.

This sale will stand for proved economy that will readily yield an amount of saving a full half on, case after case, of this season's newest fabrics. Few of the prices below have ever been met, even at this store.

THE BARGAIN ROAD FOR CARPETS,

AND THE ROAD TO THE MOST BEAUTIFUL STOCK IN THE SOUTH HAS LED TO THIS STORE THIS SEASON.

It has taken many thousands dollars' investment to make it so, and quite a number of years' experience to master the know-how. There are no chances of goodness in what you buy here—the goodness of every make of carpet or other floor covering has its record of years' of experience here. Interesting prices are made for you as well.

CARPETS.

Tapestry Carpets, from Smith's, Sanford's or Roxbury's Mills—hundreds of patterns to choose from, with or without borders, in patterns for rooms, halls and stairs, from 65c. to 90c. a yard.

Wilton Velvet Carpets, any of the standard makes, for rooms, halls and stairs, borders to match, \$1.10 to \$1.50 a yard.

Velvet Carpets, for rooms or halls, for 85c. a yard.

Axminster Carpets—every tint—hundreds of patterns, with 5-8 or 3-4 borders—from \$1.25 to \$1.75 a yard.

Wool Ingrain Carpets for 50c. a yard.

ORIENTAL AND DOMESTIC RUGS AND DRUGGETS.

Oriental Hall Rugs, 3½x10 feet, for \$10.50.

Persian Carpets, in two-toned green and ivory grounds, from \$60 to \$80.

English Wilton Rugs, sofa and hall sizes, \$22.50 to \$35.

Brussels Druggets, 2x12 feet, lots of patterns, \$15.

A better one at \$18.

Axminster Rugs, 8x12 feet, reds, greens or light effects, \$27.50; others up to \$42.50.

Wilton Druggets 8x12 feet, for \$15.

Smyrna Druggets, 8x12, for \$18, \$25 and \$30.

Smyrna Rugs, 8x6, \$12.50.

1½-yard Smyrna Rugs, new patterns, for \$3, \$3.50 and \$4.

Moquette Rugs, 2½x5 inches, for \$2.25.

1½-yard Moquette Rugs for \$3.50.

Ingrain Druggets, 3x4 yards, for \$4.50, \$5, \$7.50 and \$9.

4½-yard Ingrain Druggets for \$7.50, \$10, \$12.50 and \$15.

Oil Cloths and Linoleums.

Floor Oil Cloths, yard and a half and two yards wide, 20c. a yard. Best 50c. Floor Oil Cloth, 25c.

Best Floor Oil Cloth, usually 50c., for 40c. a yard.

Woods or Potter's Linoleums start at 45c.; others at 60c. and 75c. a yard.

Inlaid Linoleums at \$1.25 a yard. Linoleum Mats, 18x36 inches, 25c.

CARPET SWEEPERS.

Carpet Sweepers, only Bissell's, for \$2, \$2.50 and \$3.

MATTING SALE TO MAKE CARPET ROOM.

Heavy China Matting, that were 25c., for 16c.

The 25c. grade for 25c.

The 25c. Linen Warp for 17.1-2c.

The 35c. and 40c. Linen Warps for 25c. a yard.

Matting Rugs, were \$1.50, for \$1.

WINDOW SHADES.

Best oil opaque, made and put up, mounted on Hartshorn rollers, 75c.

King's Scotch Highland, hemmed sides—with Hartshorn rollers, \$1.10—made and put up.

Ready-Made Shades, 3x6 foot, all colors, 25c. complete.

IRON BEDS.

\$2.50 for a White Enamel Bed—any size.

\$3, \$3.50 and \$5 for White and Brass Trimmed Beds—a full third under price.

\$7.50 for White and Brass Trimmed Beds—five different designs.

Woven Wire Springs for \$1.50, \$2.50 and \$3.50.

Mattresses from \$2 to \$20.

CURTAINS AND DRAPERIES.

SAVE A HALF.

We have some very handsome Irish Point Lace Curtains, on which we are able to save you about 40 per cent., and in some of the cheaper grades the saving is even more.

\$0.98 for \$10 Irish Point Lace Curtains.

\$12.50 for \$19.50 Irish Point Lace Curtains.

\$4.50 for Handsome \$8.98 Lace Curtains.

\$5 for \$10 Nottingham Lace Curtains.

\$3.75 for \$7.50 Nottingham Lace Curtains.

\$2.50 for \$5 Nottingham Lace Curtains.

\$1.50 for \$3 Lace Curtains.

\$3.50 to \$25 is the range of prices for Portieres, and there is a big saving in every one.

12.1-2c. and 16.2-3c. a yard for 10c. and 25c. Dainty Curtain Muslins.

7c. a yard for 15c. Silkolines.

Ladies' Tailor Suits, of Scotch mixtures, corset coat effect, plaited panel skirt, full satin lined, \$20.

Suits of Fine Quality Broadcloths, blouses and Norfolk coats, inverted plait bottom skirts, full sleeves, \$15.

New-Cut Suits, with long coats, collarless and military styles, neatly trimmed with silk bands and frogs—cheviot or Thibet cloth, \$12.50.

New Walking Skirts, in checks and mixtures, full flare bottom, \$2.09.

Walking Skirts, of Scotch mixtures, yoke and strap trimmings, \$3.08.

Handsome Light-Weight Korsy Skirts, newest effects, full plaited and full effect, \$8.50.

Walking Skirts, in black and blue, full flare, strap finish, waist-bands, from 22 to 36, \$7.98.

New Fall Wrappers, of dark percale, extra full, \$1.25 ones, for 75c.

Children's School Reefers, of broadcloth, with trimmed sailor collars, 4 to 14 years, for \$1.25.

Walking Skirts, of Scotch mixtures, yoke and strap trimmings, \$3.08.

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RICHMOND WILL HAVE A SURPRISE IN THIS SILK SALE.

See what the liberal trade of this store can do for you.

Our Black Taffetas are the finest imported weaves, and are warranted pure Lyons dye.

50c. a yard—75c. extra glossy and heavy Black Taffetas—19 inches wide.

68c. a yard—80c. Extra Fine Black Taffetas—22 inches wide.

75c. a yard—\$1.10 Finest Crow-Black Taffetas—handsome, lustrous finish—27 inches wide.

98c. a yard—\$1.25 Heavy Rustling Black Taffetas—yard wide.

\$1.25 a yard—\$1.65 Extra Heavy Rustling Black Taffetas—yard wide.

60c. a yard—85c. Handsome Black Peau de Soie, pure silk and smooth, even weave.

85c. a yard—\$1.25 New Pin-Point Velours, black and colored grounds.

27 inches wide—splendid for fall skirt—waist dresses.

98c. a yard—\$1.50 Moire Taffetas—a full line in light and dark colors and all pure silk.

60c. a yard—\$1 Black Lace Stripe Moire Velours.

30c. a yard—To close a lot of Pure Silk Solid Colored 75c. Taffetas, light and dark shades—we mark them at 30c.

75c. a yard—\$1.25 Handsome Pure Silk Duchess de Cygne—in all the street and evening dress tints.

37.1-2c. a yard—1,000 yards Solid Color 75c. Peau de Cygne—in fashionable, skirt-waist shades.

44c. a yard—60c. All-Silk Black Peau de Soie.

75c. a yard—Full line New Illuminated 95c. Peau de Soie for shirt-waists.

\$1 a yard—\$1.69 Black Peau de Soie—yard wide—a beautiful, soft finish silk.

THOUSANDS OF YARDS OF COLORED DRESS GOODS.

To be sold at a big saving to you. They are all the latest style fabrics and most desirable shades and colors.

All-Wool Shetland Suiting, full double width, in all colors, for 30c. a yard.

Zibeline's Covert Cloths and Venetians—full line of fall shades—at 48c. a yard.

French Taberette, 45 inches wide, newest fall fabric, for \$1.25 a yard.

Half-Line Zibeline Suiting, 54 inches wide, new and nobby for fall suits, at \$1.50 a yard.

Scotch Suiting, 55 inches wide, one of the newest importations, in all colors, at \$1.85 a yard.

All the new shades in Broadcloths for tailored suits at 95c. a yard.

14c. a yard for 1,500 yards Black 25c. and 29c. Sateen Linings.

10c. a yard for 250 yards Colored Mercerized 25c. Sateen Linings.

\$1.25 a yard for 10 pieces of 12½c. Black Percale.

12.1-2c. a yard—Double Bleached Table Damask—2 yards wide—worth \$1.50.

85c. a yard—Double Bleached Table Damask—2 yards wide—worth \$1.25.

35c. a yard—Extra Heavy Cream Linen Table Damask—large floral designs—worth 65c.

\$1 a dozen—German Linen Dinner Napkins—worth \$1.50.

60c. a dozen—Bleached Dinner Napkins—worth \$1.

95c. a yard—Linen Sheeting—2½ yards wide—worth \$1.50.

15c. a yard—Yard Wide Linen Suiting—worth 25c.

9.7-8c. a yard—15c. All-Linen Crash Towelling.

12.1-2c. each—Extra Size Huck Towels, with colored border.

4c. each—\$1.35, Huck Towels.

35c. each—50c. Hemstitched Linen Bureau Scarfs.

15c. each—25c. Mercerized Table Tops.

53-4c. a yard—Double Faced Woven Fleece 3-4c. Outings—light and dark effects.

15c. a yard—Imported Raven Black 25c. and 35c. Sateens.

12.1-2c. a yard—Double Faced Fanny Woven 17c. Sateen Fleece.

7.7-8c. a yard—12½c. and 16.2-3c. French Sateen—black only.

15c. a yard—Double-Pold 22c. Flannel—new fall effects.

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15c. a yard—Imported Raven Black 25c. and 35c. Sateens.

12.1-2c. a yard—Double Faced Fanny Woven 17c. Sateen Fleece.

7.7-8c. a yard—12½c. and 16.2-3c. French Sateen—black only.

15c. a yard—Double-Pold 22c. Flannel—new fall effects.

COHENS SEEMS THE CHANNEL FOR BLACK DRESS GOODS

The winding up of and estate throws an entire stock in our hands—all the newest this fall fabrics; also,

4,000 YARDS OF MILL ENDS

of the finest foreign creations are in the purchase and will be sold at forty cents on the dollar.

80c. a yard—60c. Black All-Wool Chevots—38 inches wide.

75c. a yard—\$1 Old English Serge—similar to the Oxford.

50c. a yard—75c. Black Zibeline—all-wool and 42 inches wide.

80c. a yard—\$1.25 English Melton Cloth—56 inches wide.

20c. a yard—Very Pretty Black Mohairs—38 inches wide.

98c. a yard—Handsome Black All-Wool Silk Finishes—\$1.25 Henriettes.

25c. a yard—Yard-Wide Black Henrietta—a splendid value.

SPECIAL FOR MONDAY.

3,000 yards handsome Shirt Waist Fabrics, worth from 60c to 85c, for 25c a yard.

MUSLIN UNDERWEAR.

Our Muslin Underwear Department on second floor has some extraordinary bargains for Monday.

20c. for 65c. Cambric Corset Covers—yoke effect—entire front of rows of tucks and inserting, lace neck and arms.

50c. for 95c. Muslin Gowns—Empire—lucks and inserting.

21c. for 35c. Lace and Embroidery Trimmed Cambric Corset Covers—tucked and embroidery trimmed front.

WHITE GOODS.

A very timely lot of White Goods for little prices—just when you will need them for making school aprons. Every item is an extra fine value.

43-4c. for 61-4c. Checked Nainsooks.

53-4c. for 10c. Checked Muslin.

63-4c. for 16.3-8c. Checked Muslin.

67-8c. for 12½c. Striped Figured and Corded Madras.

67-8c. for 10c. English Long Cloth—short lengths.

73-4c. for 16.2-3c. Striped Madras.

63-4c. for 40-inch 12½c. English Nainsooks.

Cohen's Bargain Column to Help Out Busy Buyers.

12.1-2c. for Boys' 19c. Heavy Corduroy Ribbed School Stockings.

10c. for Women's 15c. Lisle Stockings.

5c. for Men's 8c. Handkerchiefs.

10c. for Women's 15c. All-Linen Hemstitched Handkerchiefs.

3c. for 7c. Cambric Embroideries.

10.2-3c. for 25c. Cambric and Swiss Embroideries.

5c. for 9c. Embroideries.

10c. and 12.1-2c. for 16.2-3c. and 25c. White and Ecru Oriental Laces.

25c. for 45c. Wide Bleached Chantilly Laces.

30c. and 60c. for Men's Unlaundered White Shirts.

37.1-2c. for Men's 75c. Madras and Percale Shirts.

9c. for Men's 25c. Suspenders.

25c. each—Black and Colored Wrist Bags, with long chains and pocket-book inside.

50c. for 85c. Red, Blue and Green Wrist Bags.

10c. each for any White Duck Belts, sold for 25c. and 50c.

10c. a yard for 60 pieces of 50c. Fancy Ribbon.

25c. a yard for lot of Short Mill Ends of 50c. and 60c. Satin Ribbon.

5c. a bunch for a big lot of 8c. and 10c. White and Colored Bindings—16 styles to select from.

10c. a bunch for 10 designs in 12½c. and 15c. Beading, white and colored.

4c. a spool for 15 different colors in Embroidery Cotton—5c. spools.

48c. an ounce—Woodworth's Violet of Sicily Extract.

2.1-2c. a cake—Frisella Toilet Soap, highly perfumed.

2.1-2c. a cake—Palm Soap, best quality.

4c. a cake—King Cole White Pine Tree Soap.

10c. for Warren's 25c. Featherbone, Cherry Stock Collars.

Demonstration Allen's Violet Extract—trial size bottle, 5c.

Ask for free sample of Satin-Skin Cream.

10c. a piece for 2,000 pieces newest design in Satin Pins, Initial Pins, Hat Pins and Waist Bets, were 25c.

25c. for 50c. and 75c. Best Steel Scissors.

One night last week Mr. Banning and his wife were suddenly awakened by Peter's loud rattling. The snake had crawled upon the bed, and gave unmistakable evidence that something was wrong. Mr. Banning at once ran downstairs, where he found a barrel of rubbish in flames, threatening the building with destruction. Peter had discovered the state

COHEN'S BARGAIN BASEMENT

is one of the features of the Big Store. One third and one half is the way nearly everything is priced down here.

FIFTY THOUSAND yards of Mill Ends, such as Flannels, Cottons, Wash Fabrics, Flannelettes, etc., all new fall stuffs, will be in the offering of to-day's sale.

FLANNELETTES AND COTTONS.

7.8-4c. for 10c. Fancy Printed Flannelettes—all the new weaves and color combinations for fall wear.

5.1-2c. for 10c. Curtain and Comfort Prints—Oriental and floral effects.

5.3-4c. for 10c. Fancy Woven Double-Faced Outings.

4.3-4c. for 6.1-4c. and 8.1-3c. New Fall Dress Prints.

5.3-4c. for Fine Round-Thread Yard-Wide Unbleached Cotton.

3.8-4c. for 6.1-4c. Fancy Woven Dark Outings, double face.

4.3-4c. for 9c. Heavy Fleece Pique Back Flannel—unbleached.

4.3-4c. for 6.1-4c. Unbleached Cottons.

5.3-4c. for Yard-Wide Cannon Cloth and Bleached Cottons.

8.3-4c. for 12½c. Yard-Wide French Cambrics, all the new fall designs and coloring.

8c. a yard for 4-4 Cambrics and Cottons, the 12½c. and 15c. kind.

9.3-4c. for 10c. Fancy Printed Flannelettes, light and dark grounds, all the new designs suitable for dresses, kimono and shirt-waists.

THE HOUSEWARE DEPARTMENT

will offer the following special items:

100-piece English Dinner Sets, handsome decorations, gold stippled, large pieces for \$12.

Carbide 100-piece Dinner Sets, in pink, lilac or blue decorations, worth \$22.50 a set, for \$10.50.

Limoges China Dinner Sets, of handsome, delicate decorations, beaufit, for \$25 a set.

100-piece